

# Township of Holmdel

Holmdel, NJ

Mayor Gregory Buontempo

## Pledge Summary

Holmdel Township is a township in Monmouth County, New Jersey. The township is centrally located in the Raritan Valley region, being within the regional and cultural influence of the Raritan Bayshore. The population is 17,000, we are home to 7 township parks. We are committed to open space, and preserving the natural landscape of the town. We are looking forward to doing what we can to help increase the population the Monarch Butterfly!

## Action Items Committed for 2022

### Communications and Convening

- Issue a proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat. This proclamation must incorporate a focus on monarch conservation.
- Launch or maintain a public communication effort to encourage residents to plant monarch gardens at their homes or in their neighborhoods. (If you have community members who speak a language other than English, we encourage you to also communicate in that language; Champion Pledges must communicate in that language.)
- Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters, other long-standing and influential community leaders) to support monarch butterfly conservation.
- Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.

### Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Facilitate or support a milkweed seed collection and propagation effort.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.

## Systems Change

- Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).
- Change weed or mowing ordinances to allow for native prairie and plant habitats.
- Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.
- Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

## Past Pledge Archive

| Mayor Name                     | Program Year | Pledge Date | Achievement       |
|--------------------------------|--------------|-------------|-------------------|
| Mayor Domenico "DJ" Luccarelli | 2023         | 3/29/2023   |                   |
| Mayor Gregory Buontempo        | 2022         | 3/14/2022   | Leadership Circle |
| Mayor Gregory Buontempo        | 2021         | 4/12/2021   | Signatories       |

## Action Items

**In total, how many individuals have been reached through the Mayors' Monarch Pledge in your community this year (Jan-Dec)? Please limit your answer to only the number of individuals reached in the answer field below (e.g., 50).**

1000

**Of the total number of individuals engaged, how many youth (0-18) were reached through the Mayors' Monarch Pledge in your community this year (Jan. - Dec.)? If none, please write 0." (Only allow numerical values.)**

500youth 500adult

**In total, how many acres of monarch habitat have been created in your city in the last 12 months? Please limit your answer to only the number of acres in the answer field below (e.g., 3).**

10

**Where is your habitat being created? This may include residences (yards, containers, balconies, etc.), schools, places of worship, rights-of-way, roadsides, community gardens, culturally-significant locations, shared public spaces and common areas or parks.**

community gardens, public parks

**How are you leveraging the Mayors' Monarch Pledge program to engage marginalized communities, such as low-income communities or communities of color?**

working with scouts and students encompass all Holmdel residents

**What was your community's motivation for taking and continuing to work on the Mayors' Monarch Pledge?**

preserving and improving the environment is a huge priority in Holmdel

**What resources have been most helpful to you thus far and what new resources would you like to see to help meet your goals? What resources would be useful to help expand equitable engagement in community processes and access to high-quality, usable nature?**

social media and person to person conversations among all our gardeners and residents is very important because we are a relatively small community

**What else should we know about your monarch butterfly conservation efforts over the last year?**

We have reached way beyond our goals! We have started many conversations with groups about this coming year and the future!

## **Selected Action Items**

**Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.**

**Please describe the process to create the strategy , the strategy goals and content, and/or results of implementation. Please also identify who was engaged in this process, what partnerships were established, and how you engaged these groups. Provide a link, if possible.**

**Facilitate or support a milkweed seed collection and propagation effort.**

**How many people attended your event?**

**What species were collected or propagated?**

**What community organizations, groups, or leaders (if any) did you partner with or engage to host the event?**

**Please describe the milkweed seed collection and propagation effort that you hosted.**

**Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).**

**What community organizations, groups, or leaders (if any) did you partner with or engage to complete this effort?**

**What program was launched or maintained to complete this effort? (Please include a link to the program, if possible)**

**Add or maintain native milkweed and nectar-producing plants in gardens in the community.**

**What community organizations, groups, or leaders (if any) did you partner with or engage to complete this effort?**

**How many plants were planted?**

**Please describe your effort in completing this action.**

**Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.**

**What community organizations, groups, or leaders (if any) did you partner with or engage to complete this effort?**

**What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.**

**If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.**

**If this action is In Progress, please describe your progress and a target date when you plan to complete action.**

**Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.**

**What community organizations, groups, or leaders (if any) did you partner with or engage to complete this effort?**

**What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.**

**If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.**

**If this action is In Progress, please describe your progress and a target date when you plan to complete action.**

**Issue a proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat. This proclamation must incorporate a focus on monarch conservation.**

**Date of Proclamation:**

*3/22/2022*

**Title of Proclamation (i.e. – Monarch Day or Pollinator Week):**

Resolution supporting the Mayor's Monarch Pledge

**Upload a copy of your proclamation.**

[Mayors Monarch Pledge 2022 \(2\).pdf](#)

**Launch or maintain a public communication effort to encourage residents to plant monarch gardens at their homes or in their neighborhoods. (If you have community members who speak a language other than English, we encourage you to also communicate in that language; Champion Pledges must communicate in that language.)**

**Please describe the methods of public communication below (e.g., printed materials, social media, print media).**

We have reached out to our community gardeners, scouts, and all residents via social media

**Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.**

**Please describe the groups you engaged with and how you engaged with these groups below.**

We have done this in our community gardens, parks and medians

**Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other**

**long-standing and influential community leaders) to support monarch butterfly conservation.**

**How many community organizations and groups participated? Please list them below.**

our senior citizens, gardeners, and scouts, students

**Please describe the extent of engagement with these groups and their monarch butterfly conservation efforts.**

sharing information, milkweed seeds, pictures of Monarch Butterflies, educating folks about their plight

**Host or support a native seed or plant sale, giveaway or swap.**

**How many plants were sold and/or given away at your event?**

We gave away milkweed seeds with flyers about our efforts

**How many people attended your event?**

150

**What community organizations, groups, or leaders (if any) did you partner with or engage to host the event?**

Police, scouts, residents

**Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).**

**What community organizations, groups, or leaders (if any) did you partner with or engage to complete this effort?**

residents, scouts, seniors, students

**What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.**

in progress

**If this action is In Progress, please describe your progress and a target date when you plan to complete action.**

Spring 2023

**Change weed or mowing ordinances to allow for native prairie and plant habitats.**

**What community organizations, groups, or leaders (if any) did you partner with or engage to complete this effort?**

Holmdel Public Works

**What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.**

in progress

**If this action is In Progress, please describe your progress and a target date when you plan to complete action.**

We are working with the of public works to identify and avoid plants that the Monarch Butterflies need.

**Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.**

**Where is the demonstration garden located and how does this location relate to the cultural significance of the monarch (if relevant)? (Please provide an address or coordinates, if possible)**

Bayonet Farm, is located at 41 Middletown Road, Holmdel NJ 07733. It is 144 acres in total. It has historical structures including a barn, and the preserved homes of a founding family.

**What community organizations, groups, or leaders (if any) did you partner with or engage to complete this effort?**

Boy Scouts, Eagle scouts

**What is the size of the demonstration garden (in acres)? Please limit your answer to only the number of acres in the answer field below (e.g., 0.5 acres ). For reference, 1 acre = 43,560 square feet and is about the size of a football field without the end zones.**

0.5

**Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.**

**Where are the medians, roadsides and public rights-of-way? (Please provide an address or coordinates, if possible, or describe the location)**

Mostly roadside, throughout our town.

**How many milkweed and pollinator-friendly native nectar plants were planted?**

50

**What is the total acreage of median and public right-of-way that has been planted with milkweed and pollinator-friendly native nectar plants?**

10 acres

**Please describe the maintenance schedule for these planted areas.**

Working with our road department we are educating our workers to identify and avoid cutting any milkweed